



Sustainability and NDS

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June 2021

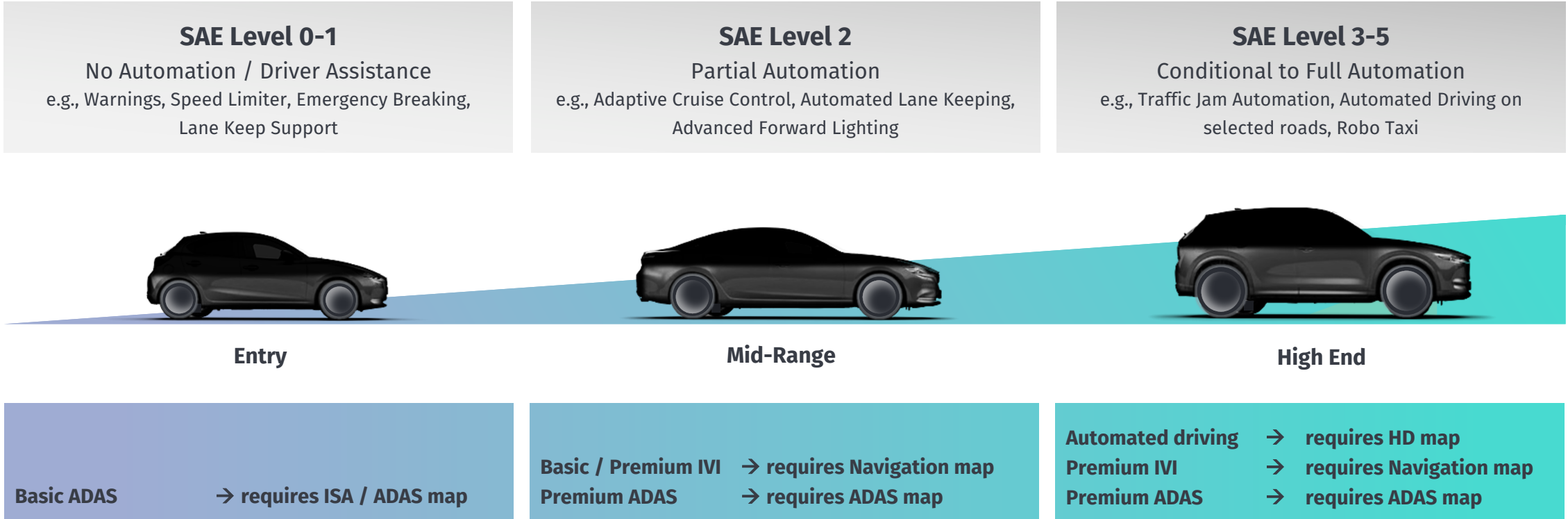
Sustainability



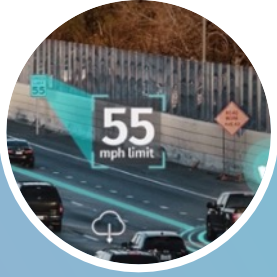
Sustainability



From basic ADAS to Automated Driving



Automotive Map Products



HERE ISA Map

For Intelligent Speed Assist



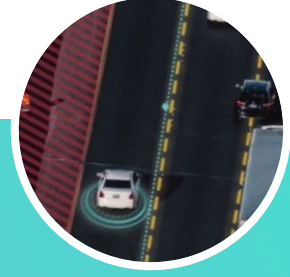
HERE ADAS Map

For ADAS/electronic horizon



HERE Navigation Map

For premium IVI/embedded navigation



HERE HD Live Map

For driver assistance and automated driving



HERE ISA Map

- For for Intelligent Speed Assistance (without ADAS or Navigation)
- Road topology and selected attributes
- Additional routing features: City limits, prohibited passage
- Explicit and implicit speed limits
- Available as RDF if customer wants to compile into proprietary format
- Using most recent NDS.Classic 2.5.4 spec
- Ready via NDS.Live service in Q3/2021



HERE ADAS Map

- For ADAS and electronic horizon
- ADAS features: Curvature, Gradient, Slope
- Additional routing features: City limits, prohibited passage, speed limits, warning signs, etc.
- Using most recent NDS.Classic 2.5.4 spec
- Published monthly as an NDS database and ...
- ... publication as tile-based Platform catalog with weekly updates



HERE Map for Navigation

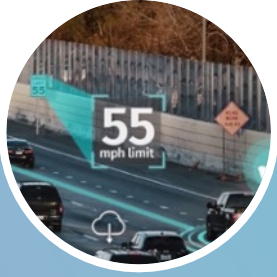
- For premium IVI navigation
- Seamless integration of all navigation relevant basic and premium HERE content products, e.g. HERE Maps, HERE Guidance & Routing, HERE Road Infrastructure & Usage, HERE Road Rules & Regulations, HERE Lanes, HERE Places & Points, HERE Areas & Boundaries, HERE Buildings & Structures, HERE Imagery & Topography
- Support for voice recognition
- Using most recent NDS.Classic 2.5.4 spec
- Monthly updates



HERE HD Live Map

- For driver assistance and automated driving
- Cloud based, layered, tiled, software-ready
- Road Centerline Model with global SD map coverage with ADAS attributes like road topology, direction of travel, elevation, slope, etc.
- Precise Lane Model with features like lane drive path, lane types, lane widths, lane markings, lane speed limits, lane relationships etc.
- Localization Model with road-side objects like road signs, poles, barriers, overhead objects etc.
- Using most recent NDS.Classic 2.5.4 spec
- Updated daily

Automotive Map Products



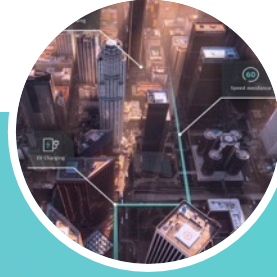
HERE ISA Map

For Intelligent Speed Assist



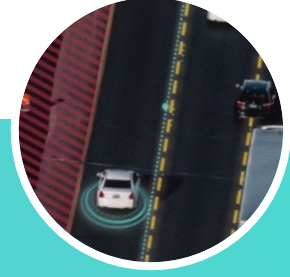
HERE ADAS Map

For ADAS/electronic horizon



HERE Navigation Map

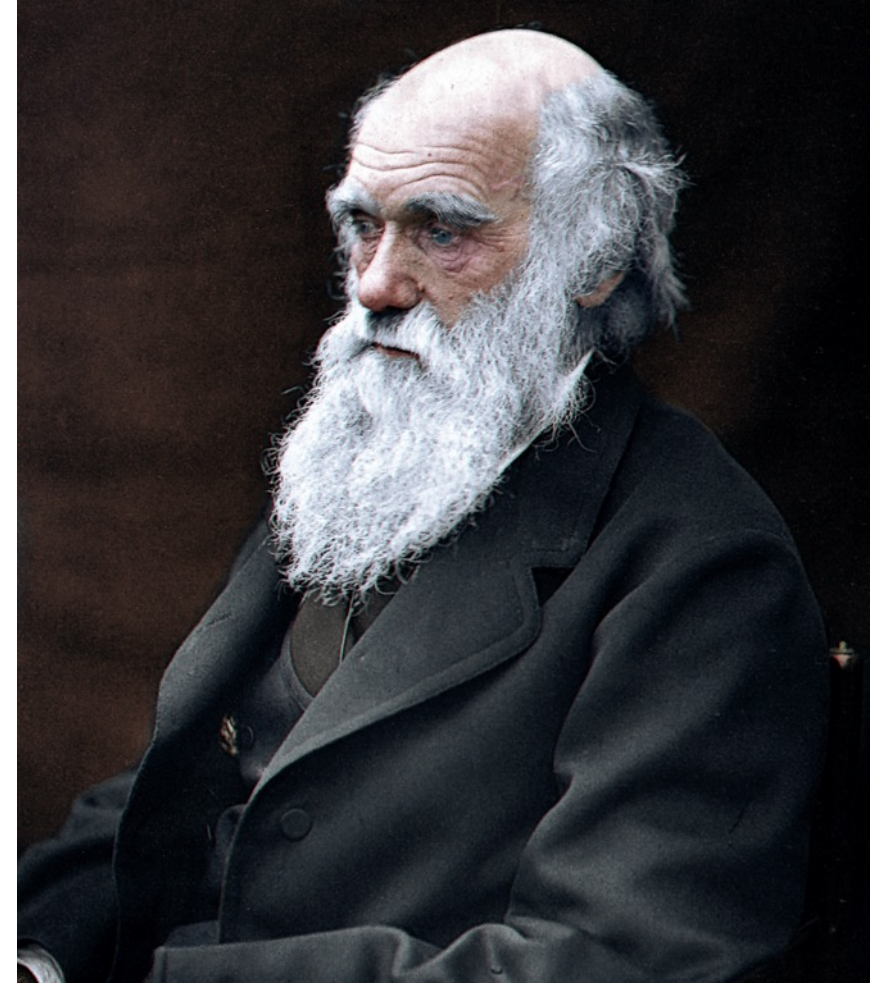
For premium IVI/embedded navigation



HERE HD Live Map

For driver assistance and automated driving

**“It’s not the strongest of
the species that survive,
but the ones that are
responsive to change.”**



CC BY 2.0 Charles Darwin, by Julius Jääskeläinen

Change & Evolution



Mercedes-Benz Cooperative S-Class

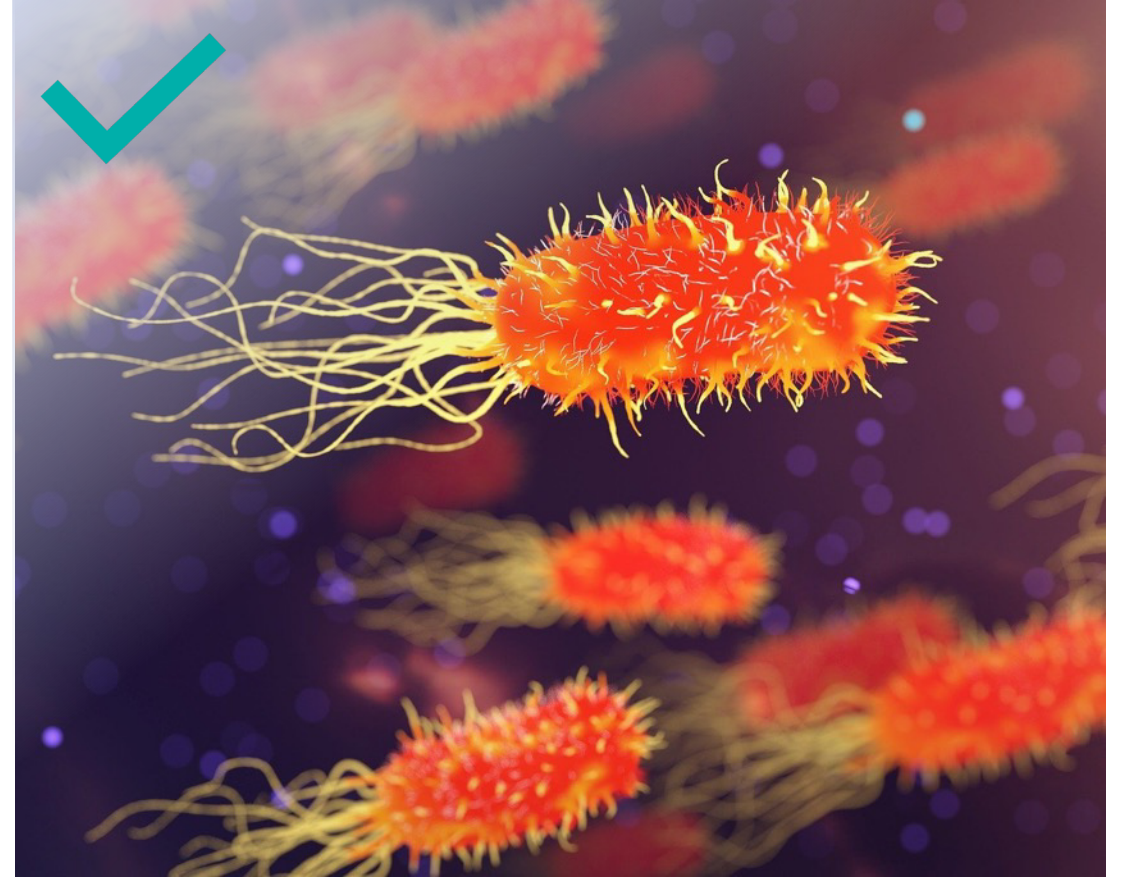
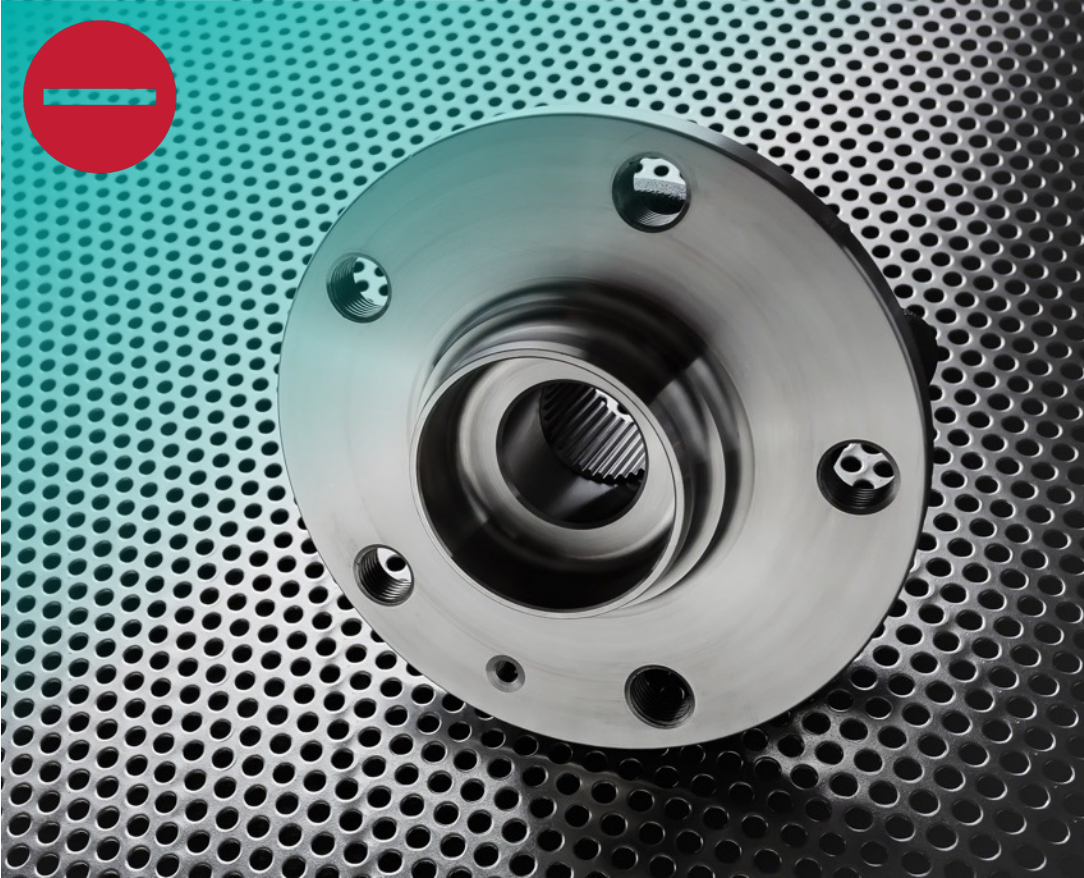


Electric vehicle startup Canoo's skateboard-style platform

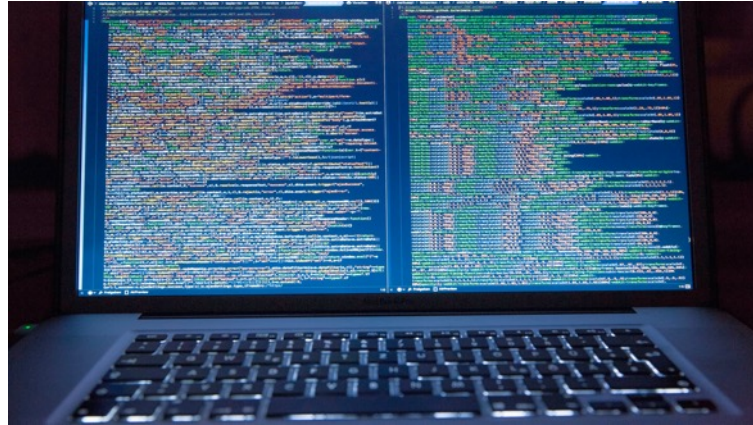
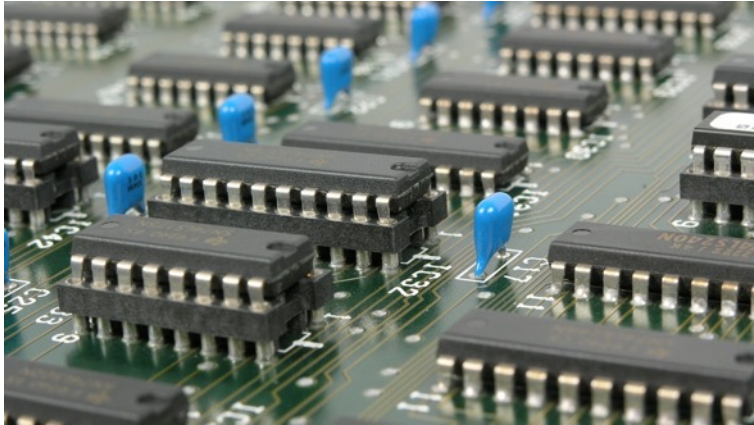
Sustainability = to endure

~~Sustainability = to endure~~
Evolution = to prosper

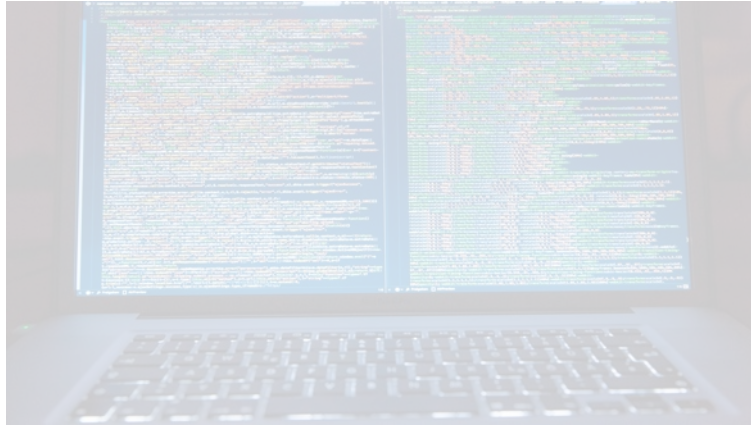
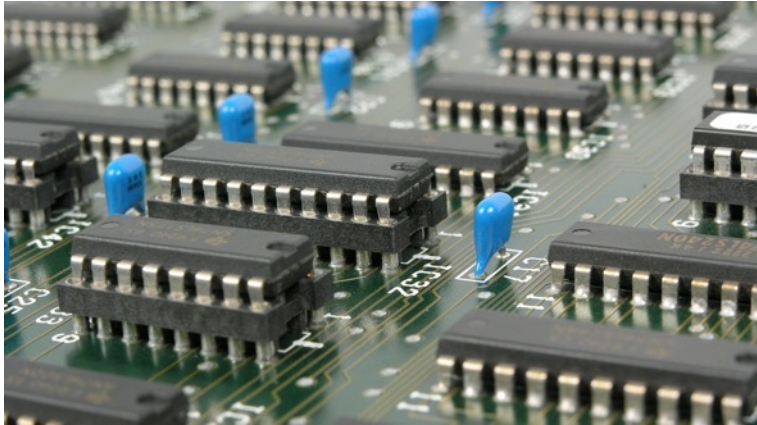
Software and Data – evolving organisms



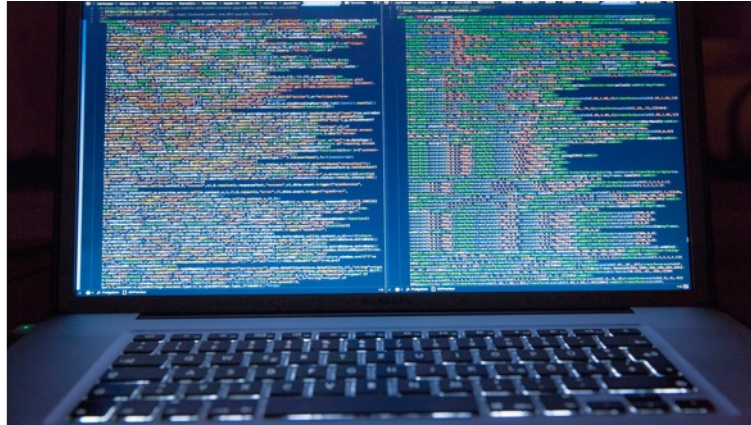
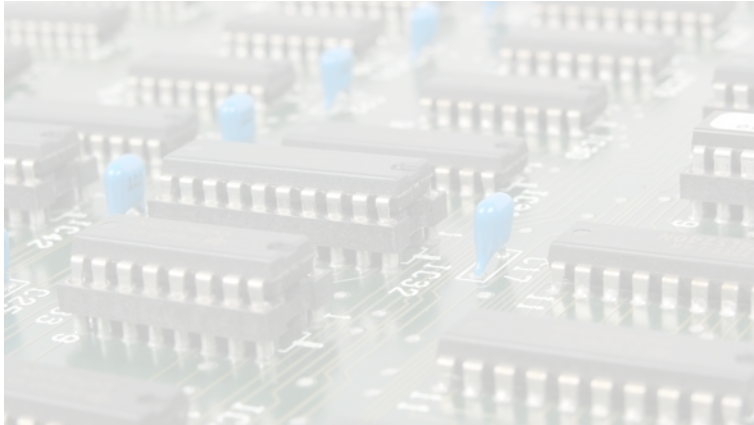
Hardware, Software, Data



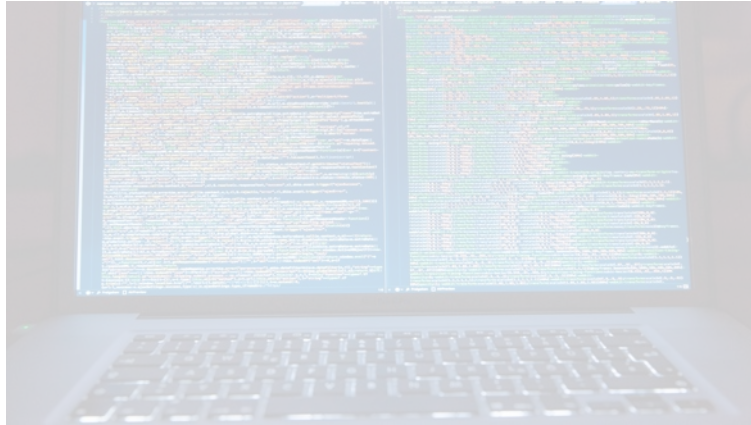
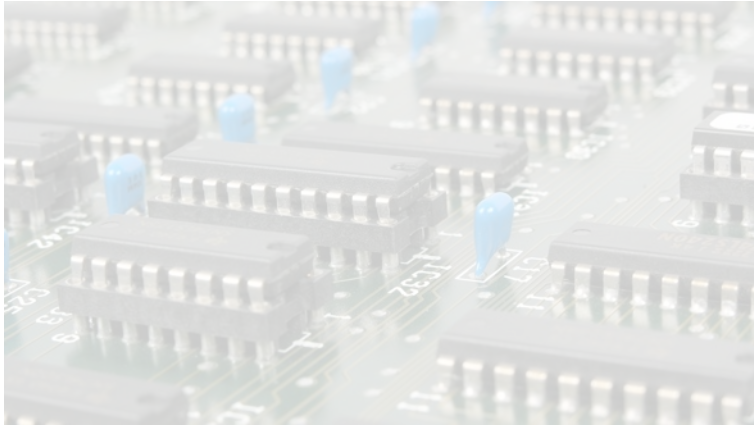
Hardware, Software, Data



Hardware, Software, Data

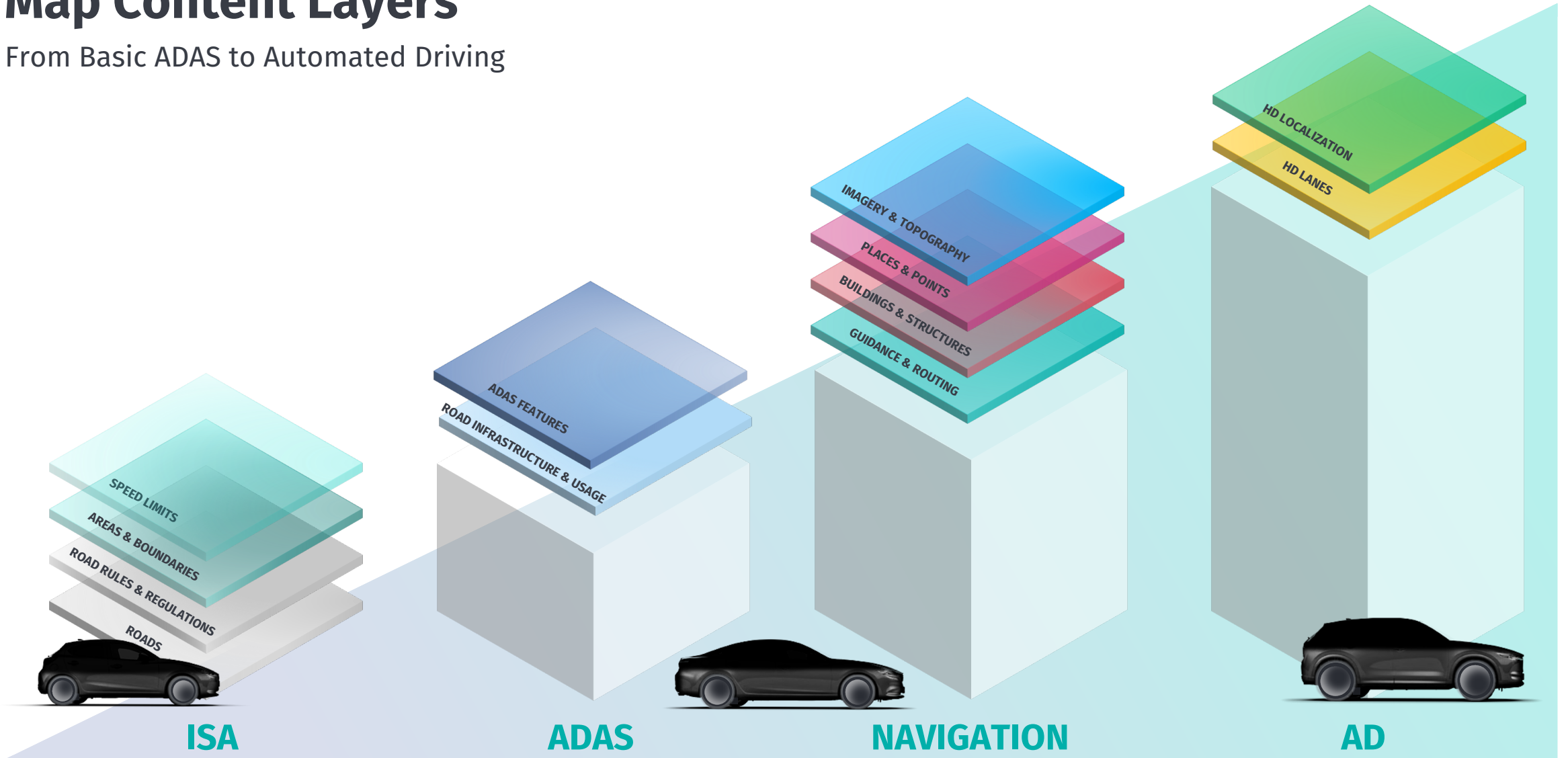


Hardware, Software, Data



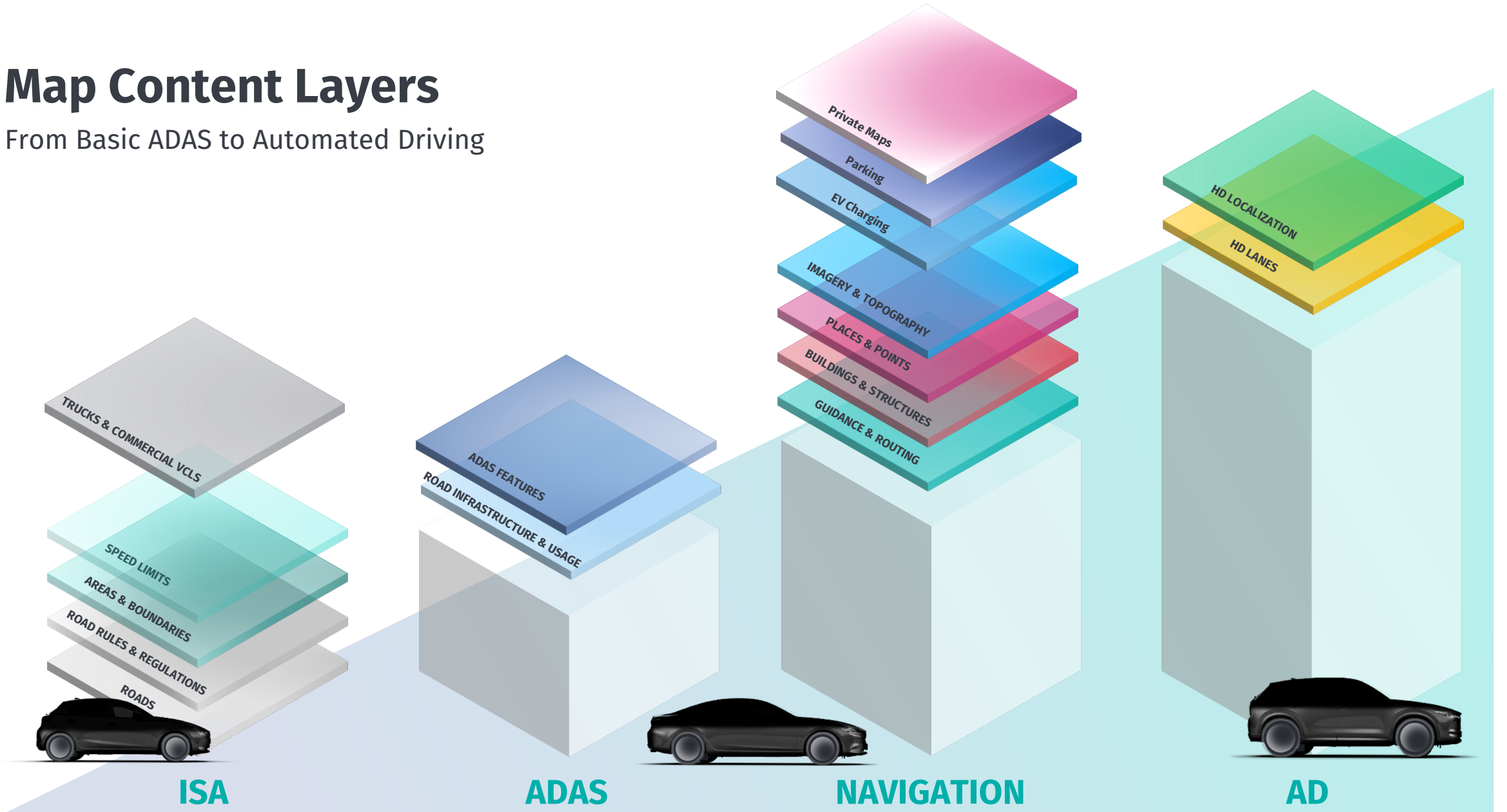
Map Content Layers

From Basic ADAS to Automated Driving



Map Content Layers

From Basic ADAS to Automated Driving



Let's continue to evolve to continue to win



Honda Electro Gyroator



HERE Auto SDK in Jaguar XF



Thank you

Philip Hubertus
Sr. Manager, Product Management
Automated Driving Content

NDS Public Conference, June 8th, 2021